



WFWS

ORDER

Print Date 09/24/12 Page 1 of 4

Flight Dates **09/19/12-10/14/12**

<u>Contract / Revision</u>	<u>304167</u>	<u>Product</u>	<u>Estimate #</u>
<u>Original Date / Revision</u>		Issue. RJC 09.17-10.14.12	<u>Alt Order #</u>
07/10/12	09/21/12	<u>Agency Com</u> 15%	<u>Billing Type</u> Cash
		<u>Billing Contact</u>	<u>Order Type</u> GENERAL
<u>Advertiser</u>	Republican Jewish Coalition	<u>Billing Cycle</u> EOM/EOC	
	5937 Jones Creek Road, Suite B	<u>Billing Calendar</u> BROADCAST	
	Baton Rouge, LA 70817	<u>Demographic</u> A35+	
<u>Agency</u>	Jamestown Associates	<u>Rev Codes</u> POL	POL
<u>Buying Contact</u>		<u>Product Codes</u> PL	ISS
<u>5 Mapleton Road</u>	<u>Sales Office</u> EWSDC		
<u>Suite 300</u>	<u>Sales Region</u> NAT		
<u>Princeton, NJ 08540</u>	<u>Agency Ref</u>	<u>Priority</u> P-1	
		<u>Advertiser Ref</u>	

Primary Account Executive

Author: Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

Order Totals

Order Totals		Billing Plan							
Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	98	\$96,050.00	\$113,000.00	0.00	08/27/12	09/30/12	98	\$96,050.00	\$113,000.00
October 2012	90	\$83,810.00	\$98,600.00	0.00	10/01/12	10/14/12	90	\$83,810.00	\$98,600.00
Totals	188	\$179,860.00	\$211,600.00	0.00					

Billing Plan

Order Totals		Billing Plan							
Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	98	\$96,050.00	\$113,000.00	0.00	08/27/12	09/30/12	98	\$96,050.00	\$113,000.00
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Contract / Revision **304167** Flight Dates **09/19/12-10/14/12** Hiatus Dates

Original Date / Revision 07/10/12/ 09/21/12 Order Sep 00:20:00

Advertiser **Republican Jewish Coalitio** Product Issue **RJC 09.17-10.14.12** Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	<u>Totals</u>		
													Type	Spots	Amount
N 1	WEWS	09/19/12	10/14/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	5	\$450.00	P-2	0.00	NM	20	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTWTF--		5	\$550.00			0.00					
N 2	WEWS	09/19/12	10/14/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	5	\$500.00	P-2	0.00	NM	20	\$11,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--		5	\$500.00			0.00					
		Week: 09/24/12	09/30/12	M- TF--		5	\$600.00			0.00					
		Week: 10/01/12	10/07/12	MTWTF--		5	\$600.00			0.00					
		Week: 10/08/12	10/14/12	MTWTF--		5	\$600.00			0.00					
N 3	WEWS	09/19/12	10/14/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	5	\$450.00	P-2	0.00	NM	20	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--		5	\$450.00			0.00					
		Week: 09/24/12	09/30/12	M- TF--		5	\$550.00			0.00					
		Week: 10/01/12	10/07/12	MTWTF--		5	\$550.00			0.00					
		Week: 10/08/12	10/14/12	MTWTF--		5	\$550.00			0.00					
N 4	WEWS	09/19/12	10/14/12	M-F 12-1230pm News M-F 12-1p News	CM	12-1p	MTWTF--	:30	5	\$900.00	P-1	0.00	NM	20	\$19,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--		5	\$900.00			0.00					
		Week: 09/24/12	09/30/12	M- TF--		5	\$1,000.00			0.00					
		Week: 10/01/12	10/07/12	MTWTF--		5	\$1,000.00			0.00					
		Week: 10/08/12	10/14/12	MTWTF--		5	\$1,000.00			0.00					
N 5	WEWS	09/19/12	10/14/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	5	\$1,400.00	P-1	0.00	NM	14	\$21,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--		5	\$1,400.00			0.00					
		Week: 09/24/12	09/30/12	M- TF--		3	\$1,600.00			0.00					
		Week: 10/01/12	10/07/12	MTWTF--		3	\$1,600.00			0.00					
		Week: 10/08/12	10/14/12	MTWTF--		3	\$1,600.00			0.00					
N 6	WEWS	09/19/12	10/14/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	5	\$1,800.00	P-1	0.00	NM	20	\$39,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--		5	\$1,800.00			0.00					
		Week: 09/24/12	09/30/12	M- TF--		5	\$2,000.00			0.00					
		Week: 10/01/12	10/07/12	MTWTF--		5	\$2,000.00			0.00					
		Week: 10/08/12	10/14/12	MTWTF--		5	\$2,000.00			0.00					
N 7	WEWS	09/19/12	10/14/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p	MTWTF--	:30	3	\$1,800.00	P-2	0.00	NM	12	\$23,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--		3	\$1,800.00			0.00					
		Week: 09/24/12	09/30/12	M- TF--		3	\$2,000.00			0.00					
		Week: 10/01/12	10/07/12	MTWTF--		3	\$2,000.00			0.00					
		Week: 10/08/12	10/14/12	MTWTF--		3	\$2,000.00			0.00					
N 8	WEWS	09/19/12	09/21/12	M-F 7-730p 7-730p The List	CM	7-730p	--WTF--	:30	5	\$1,600.00	P-1	0.00	NM	5	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--		5	\$1,600.00			0.00					
N 9	WEWS	09/19/12	09/21/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	--WTF--	:30	5	\$1,800.00	P-1	0.00	NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--		5	\$1,800.00			0.00					



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Hiatus Dates

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Advertiser **Republican Jewish Coalition** Product Issue: RJC 09.17-10.14.12 Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals			
															Amount			
N 9	WEWS	09/19/12	09/21/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	--WTF--	:30	5	\$1,800.00	P-1	0.00	NM	5	\$9,000.00			
N10	WEWS	09/19/12	10/14/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	MTWTF--	:30	3	\$2,200.00	P-2	0.00	NM	9	\$21,000.00			
					<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
					Week: 09/17/12	09/23/12	--WTF--		3	\$2,200.00		0.00						
					Week: 09/24/12	09/30/12	M-TF--		2	\$2,400.00		0.00						
					Week: 10/01/12	10/07/12	MTWTF--		2	\$2,400.00		0.00						
					Week: 10/08/12	10/14/12	MTWTF--		2	\$2,400.00		0.00						
N11	WEWS	09/19/12	10/14/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	2	\$500.00	P-2	0.00	NM	3	\$1,800.00			
					<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
					Week: 09/17/12	09/23/12	-----S-		2	\$500.00		0.00						
					<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>
					1	WEWS	09/17/12-09/23/12	SA GMA 8-9a			8-9a			-----Sa-	:30	(\$500.00)	0.00	NM
N12	WEWS	09/19/12	10/14/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	:30	1	\$500.00	P-2	0.00	NM	5	\$2,800.00			
					<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
					Week: 09/17/12	09/23/12	-----S		2	\$500.00		0.00						
					Week: 09/24/12	09/30/12	-----S		1	\$600.00		0.00						
					Week: 10/01/12	10/07/12	-----S		1	\$600.00		0.00						
					Week: 10/08/12	10/14/12	-----S		1	\$600.00		0.00						
N13	WEWS	09/19/12	10/14/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00			
					<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
					Week: 09/17/12	09/23/12	-----S		1	\$1,200.00		0.00						
					Week: 09/24/12	09/30/12	-----		0	\$0.00		0.00						
					Week: 10/01/12	10/07/12	-----		0	\$0.00		0.00						
					Week: 10/08/12	10/14/12	-----		0	\$0.00		0.00						
N14	WEWS	09/19/12	10/14/12	M-F 3-4P Katie M-F 3-4p Katie	CM	3-4p	MTWTF--	:30	4	\$800.00	P-2	0.00	NM	15	\$13,100.00			
					<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
					Week: 09/17/12	09/23/12	--WTF--		4	\$800.00		0.00						
					Week: 09/24/12	09/30/12	M-TF--		3	\$900.00		0.00						
					Week: 10/01/12	10/07/12	MTWTF--		4	\$900.00		0.00						
					Week: 10/08/12	10/14/12	MTWTF--		4	\$900.00		0.00						
N15	WEWS	09/19/12	10/14/12	M-F 1135p-1202a Nightly M-F 1135p-1202a Nightly	CM	1135p-1207x	MTWTF--	:30	4	\$800.00	P-2	0.00	NM	16	\$15,000.00			
					<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
					Week: 09/17/12	09/23/12	--WTF--		4	\$800.00		0.00						



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